

Ghana Nutrition Improvement Project

Innovation & Partnership for Social Business

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Ajinomoto Co., Inc.



Ajinomoto's commitment for Nutrition Improvement



NUTRITION FOR GROWTH | Beating hunger through business and science



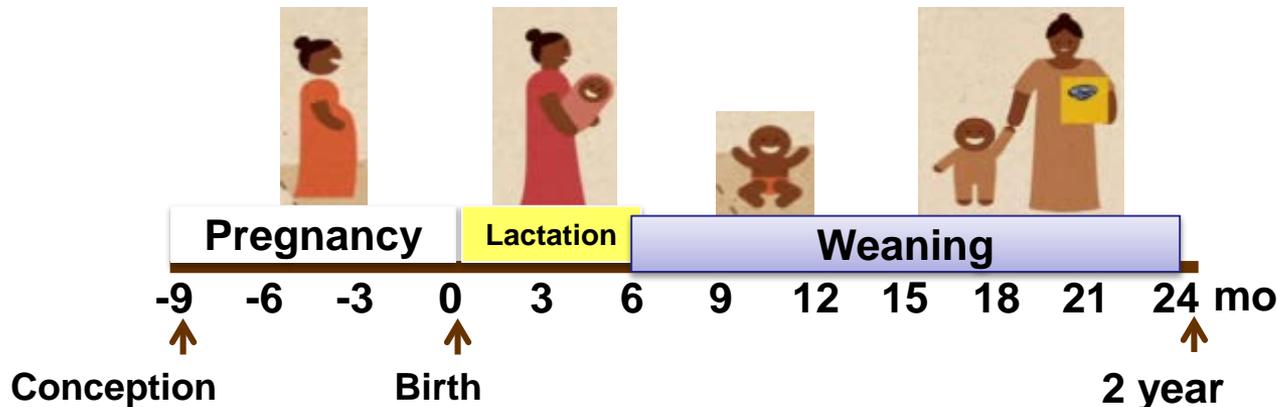
Global Nutrition for Growth Compact
London, May, 2013



Participating in Business Platform for Nutritional Research
Sept. 2014, New York

Prime Minister mentions USAID-JICA-Ajinomoto Partnership and holds up Koko Plus at Tokyo International Conference on African Development, June, 2013, Tokyo

First 1000 days



ScalingUp NUTRITION



SUN business network launched in Dec. 2012

Nutrition Improvement through “Social Business” with Ajinomoto’s expertise

Social Business : Sustainable business
to solve social problems in developing countries, such as malnutrition

“Eat Well, Live Well”



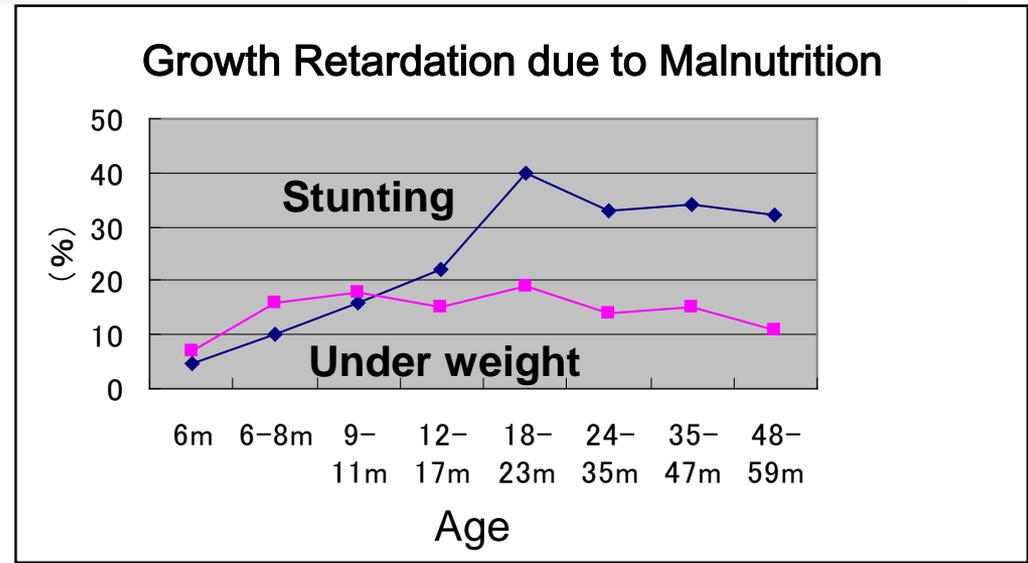
Food Science

Amino Acid Nutrition

Development of Nutritional Supplement “KOKO Plus” for Traditional Complementary Food for Weaning Children



Traditional Complementary Food
“KOKO”



Improving Nutrition of Children Aged 6 – 24 months
→ **Window of Opportunity for Nutrition Improvement**



Supplement containing Soybean, Lysine (Amino Acid)
Vitamin & Minerals

1 Sachet supplies 1 day requirement of a child

Innovation & Partnership

necessary for establishing
“Social Business”

Innovation

- **Product**
affordability
acceptability
- **Distribution System**



Partnership



Nevin Scrimshaw
INTERNATIONAL
NUTRITION FOUNDATION
advancing nutrition, improving lives.



Eat Well, Live Well.

AJINOMOTO®



Setting up Production Facility

in collaboration with local food producer



Local Partner
Yedent Agro Group
of Companies Ltd.

Co-Creation
& Technology Transfer



Production Facility



Pilot Studies

collaboration with various partners



Distribution Study- 1
Using Network of Women
“Village Savings and
Loans Association”

Distribution Study-2
Using traditional market
system with Social
Marketing

Production in collaboration with
local food manufacturer
**Yedent Agro Group of
Companies Ltd.**

Nutritional Efficacy study

1. Micronutrient only
2. **Koko plus**
3. Education only

- One group 301 children
- 6-18 months
- One year study



Nutrition Education in Rural Communities

To understand nutrition at the community meetings, playing drama



Demand Creation by Social Marketing

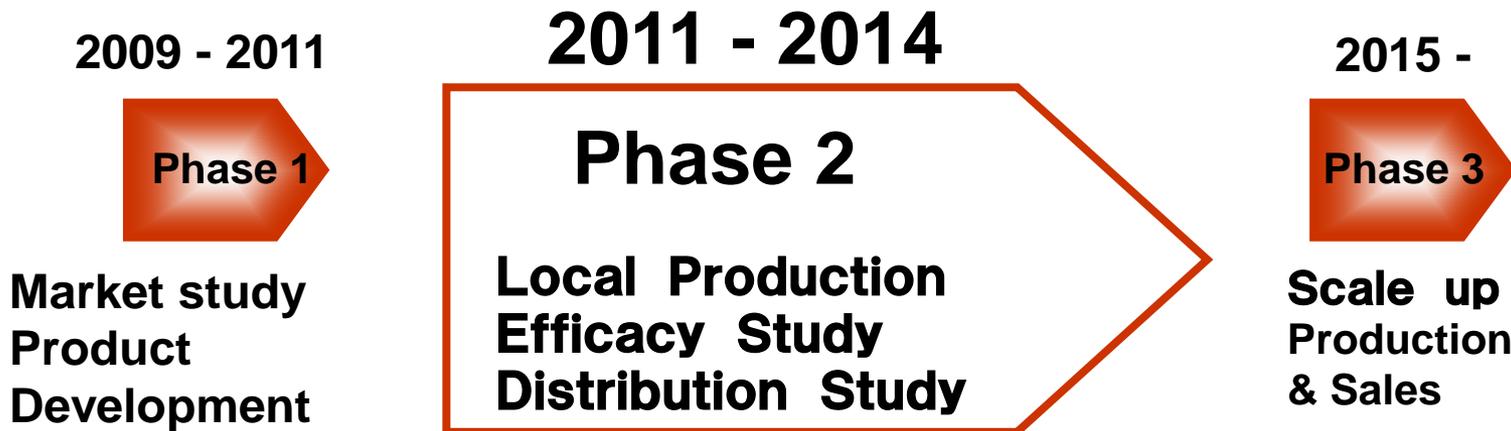


Performing Dramas in the Market, tasting and sales



Important to ask community leaders (Chief, Queen Mother) to attend the events

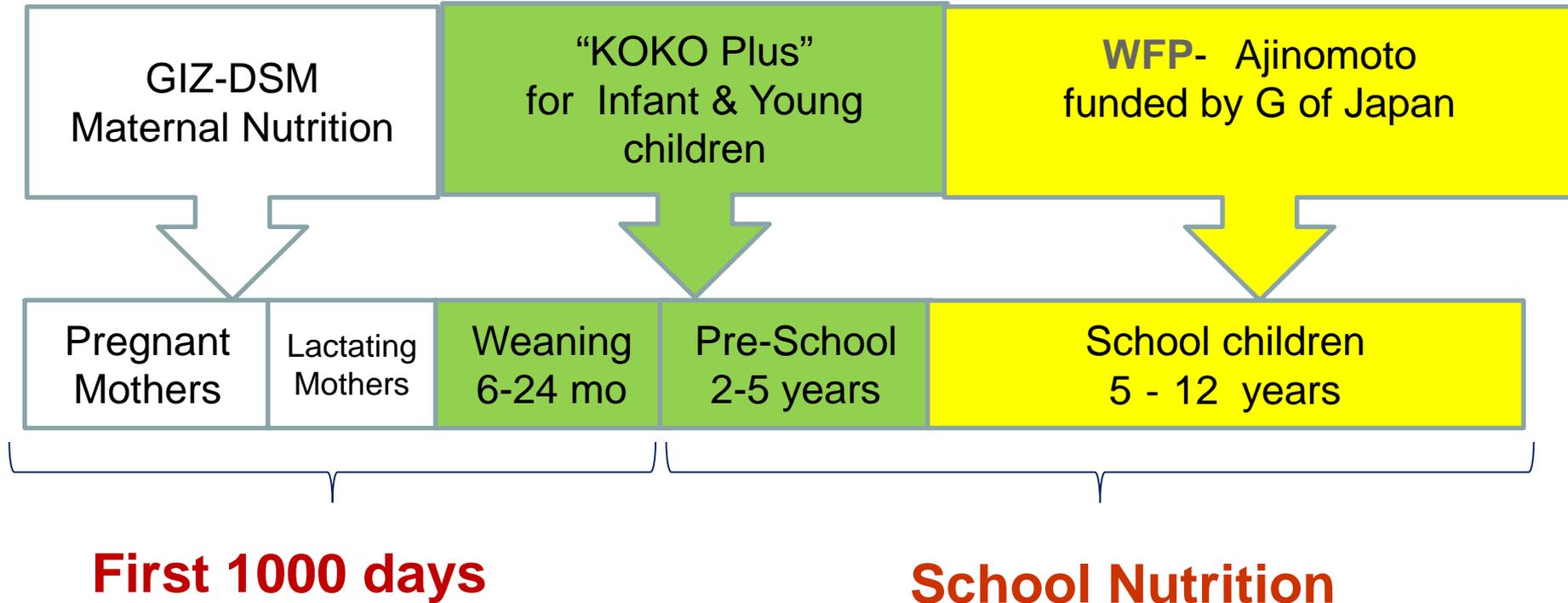
Project Schedule & Partnership



- **Key Factors for Successful Partnership**

- Sharing common objectives of solving social problems
- Establishing Win-Win situation by mutual respect
- Value creation with local partners

Nutrition Improvement for Important Life Stages



Challenges in Scaling Up of “Social Business”

- It is necessary to expand business scale to make sustainable business, but it is not easy.
 - In high poverty areas, we may need to come up with **“Hybrid Model”** a combination of financial aid and market system.
- Long term view is essential
Social business can not be evaluated with conventional business performance index
 - Need to think about KPI for social business
- Success of Scaling up depends on effective partnerships.
 - **New types of Public Private Partnership** to make sustainable social business